



## **PA Wilds Champion Awards Producer Request for Proposals (RFP)**

### **Summary**

Do you have an idea for an award design? Could you create the memento that PA Wilds Champion Awards winners would be proud to display at home? The PA Wilds Center is looking to contract with a juried artisan in The Wilds Cooperative of PA (WCO) program to design and create a new memento for winners of the PA Wilds Champion Awards. PA Wilds Champion Awards are given out in 10 categories each year by the PA Wilds Center. The awards recognize individuals, groups, organizations, communities and businesses that in the last year have made significant contributions to help grow and sustainably develop the outdoor recreation economy and nature tourism in the PA Wilds by marrying economic development and conservation goals. These prestigious awards are presented at the Center's dinner. Wooden plaques have been provided to winners in the past as a memento for their recognition. PA Wilds Center is inviting artisans in the PA Wilds who would be able to produce the new mementos for Champion Awards winners to submit a proposal for consideration.

### **Timeline**

RFP Issued: March 18, 2024

Responses Due: April 19, 2024

Notifications: April 30, 2024

Contract Period: April 6 - June 28, 2024

Deliverables Due: June 28, 2024

### **Budget**

\$750.00

### **Contact**

Send questions and proposals to: Britt Madera, Communications Manager, [bmadera@pawildscenter.org](mailto:bmadera@pawildscenter.org)

### **About the PA Wilds Center for Entrepreneurship, Inc.**

The PA Wilds Center for Entrepreneurship, Inc., is a 501(c)3 nonprofit organization whose mission is to integrate conservation and economic development in a way that inspires the communities of the Pennsylvania Wilds. The Pennsylvania Wilds is a 13-county region that includes the counties of Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Warren, and northern Centre.

The PA Wilds Center leads Regional Planning and Partnerships to advance the strategy and Regional Marketing to promote the region's 2+ million acres of public lands as a premier outdoor recreation destination. These efforts seek to diversify local economies, inspire stewardship, attract investment, retain population and improve quality of life.

The PA Wilds Center's core programs seek to help regional businesses and organizations leverage the PA Wilds brand and connect with new market opportunities, including: the Wilds Cooperative of PA (WCO), a network of more than 575 place-based businesses and organizations; Sustainable Commerce, including the



physical PA Wilds Conservation Shop and online PA Wilds Marketplace, which feature products sourced from the WCO; PA Wilds brand licensing.

For more information on the PA Wilds Center, visit [www.PAWildsCenter.org](http://www.PAWildsCenter.org). To learn more about the WCO, visit [www.WildsCoPA.org](http://www.WildsCoPA.org). Explore the PA Wilds at [www.PAWilds.com](http://www.PAWilds.com). Find regionally made products at [www.ShopThePAWilds.com](http://www.ShopThePAWilds.com).

### **About the PA Wilds Champion Awards Program**

PA Wilds Champion Awards are given out in 10 categories each year by the PA Wilds Center. The awards recognize individuals, groups, organizations, communities, and businesses that in the last year have made significant contributions to help grow and sustainably develop the outdoor recreation economy and nature tourism in the PA Wilds by marrying economic development and conservation goals. These prestigious awards are presented at the Center's dinner, which takes place in July.

Additional details: <https://www.pawildscenter.org/programs-and-services/awards-dinner>

### **Project Scope**

The PA Wilds Center is looking to contract with a juried artisan in The Wilds Cooperative of PA (WCO) program to design and create a new memento for winners of the PA Wilds Champion Awards. Wooden and ceramic plaques have been provided to winners in the past as a memento for their recognition. PA Wilds Center is looking for creative ideas by artisans in the PA Wilds and invites proposals for consideration. Artisans are responsible for submitting a response that details the type of award memento they would be able to produce for winners of the Champion Awards, if each award can be customized for each award category and how long it would take to produce.

Nominations for this year's Champion Awards are due by April 1, 2024, and selections will be made later in that month. PA Wilds Center would contract with the selected artisan between April and June 2024 in order to produce the proposed mementos for the selected winners of the 2024 PA Wilds Champion Awards and customize them for each winner.

The successful candidate for this contract must be a Professional Level Juried Artisan member of The Wilds Cooperative of PA. The candidate must have experience in artistic design, as well as excellent time and project management skills. The selected contractor will be required to provide final design proofs for each award and receive approval from PA Wilds Center staff before producing the awards.

**Design considerations** – the awards should include room for text that conveys the award category, winner's name, and year. The awards will be photographed during the presentation of the awards and during the ceremony. After the event the memento will go home with the award winner, so consider not only how the memento will be presented during the event, but also how it can be displayed once presented. Additional design inspiration can be pulled from the PA Wilds Brand Principles ([click here](#) to review). View awards provided to past recipients in the slideshows available at the bottom of [this landing page](#).



## Equipment Requirements

Contractor must have all equipment needed to produce high quality awards. Contractor must have required insurance.

## Proposal Requirements

Include the following in your proposal response:

- Cover Letter summarizing the following:
  - Your qualifications, why you joined The Wilds Cooperative and why this project speaks to you personally or professionally;
  - General description of your operation;
  - Your experience producing items to be used for awards or related mementos (if applicable);
  - How you would approach this project to ensure you can complete it within the proposed timeline;
  - The equipment you would bring to bear on this project; and
  - Your rate per award.
- Design mockups or examples of awards/mementos you create that could be customized for this project.
- A minimum of 10 examples of your past design work (this can be provided as a link to a website portfolio, a curated social media album of work, or an online photo storage software, such as Google Photos, Drive or DropBox)
- 3-5 references.

## Submission Instructions

Please submit your proposal in pdf format to Britt Madera, Communications Manager, by close of business (5 p.m.) on April 19, 2024, at [bmadera@pawildscenter.org](mailto:bmadera@pawildscenter.org). Files over 2MB should be sent using a Dropbox or similar file share method.

Thank you for your interest in responding to this RFP. We look forward to your response.